



# News & News

The Official Newsletter for the Missouri Show Me Healthy Women program  
Web site: [www.dhss.mo.us/bcccpweb.welcome.htm](http://www.dhss.mo.us/bcccpweb.welcome.htm)  
After November: [www.dhss.mo.gov/BreastCervCancer](http://www.dhss.mo.gov/BreastCervCancer)

Summer & Fall 2004

## A unique Missouri collaboration

Women in Missouri who are on probation, parole or still incarcerated are receiving education on the importance of breast and cervical screenings through a unique collaboration formed by the Department of Health and Senior Services and the Department of Corrections. This collaboration also encourages the inmates to conduct outreach activities to their family and friends.

In August 2002, an initial meeting between the staff of the Show Me Healthy Women program and the Department of Corrections was held. By May 2003, a Memorandum of Understanding was signed and training of Department of Corrections Parole Officers

*"Many inmates have limited knowledge about breast and cervical cancer and sixty percent of incarcerated women in Missouri refuse a mammogram or Pap test if done by a male physician."*

was held in September 2003. The first inmate training was held in October 2003.

Patsey Dieleman, the Show Me Healthy Women Northwest

Regional Case Manager, now regularly offers inmate trainings at the Vandalia and Chillicothe Correctional Centers. In addition, Show Me Healthy Women staff provides education and information to staff employed at the Department of Corrections Probation and Parole Offices. Patsey Dieleman said, "I think it is important to empower women through education so they can take control of their health care and to give them knowledge that they can share with other women in their lives."

Two sessions are held within each presentation: one on breast and cervical cancer, using the American Cancer Society guidelines and one on breast self-exam using breast models. A discussion follows about the Show Me Healthy Women program and services. Inmates are encouraged to share this information with the general population and are encouraged to write or phone family and friends about the importance of breast and cervical cancer screenings and about the availability of the Show Me Healthy Women program and services.

The value of this



*Patsey Dieleman, Show Me Healthy Women Northwest Regional Case Manager, regularly offers inmate training at the Vandalia and the Chillicothe Correctional Centers.*

collaboration is that it reaches underserved women housed in our state's correctional system. Many inmates have limited knowledge about breast and cervical cancer and sixty percent of incarcerated women in Missouri refuse a mammogram or Pap test if done by a male physician. Yet, female inmates want to be knowledgeable about their bodies and ways they can pass that information on to others. Incarcerated women, who are released back into society on parole or probation, may not stay in Missouri or their families may not live in Missouri. The training emphasizes that each state has a similar program funded through the National Breast and

*"Unique Collaboration" continued on page 2.*

*"Unique Collaboration" continued from page 1*


Cervical Cancer Early Detection Program. And, perhaps even more important, women under the auspices of Department of Corrections may have contacts with family or friends who would qualify for the National Breast and Cervical Cancer Early Detection Program services but might be unaware the program exists.

The potential number of incarcerated or paroled women who can be reached through this collaboration is approximately 14,200 (2,200

incarcerated; 12,000 on parole), but the potential number of family members and friends of women who are incarcerated, paroled or on probation who can be reached is limitless.

Judy Hudson, Chief of Nursing Services with the Department of Corrections said, "I think that incarceration time can well be used to educate women offenders who are often unsophisticated consumers of health care. Since approximately 98 percent of offenders return to the community, it is best to return

them educated about the importance of cancer screenings for women and as healthy as possible to better ensure their success. Patient teaching and wellness education are vital in that process."

Congratulations to staff and to the inmates in Vandalia and Chillicothe for helping Show Me Healthy Women gain greater name recognition among women at highest risk. 

## Update on **Pink** license plate funds

In October 2003, Show Me Healthy Women received a check for over \$5,000 from the first year proceeds of the sale of the Breast Cancer Awareness license plates. The funds were designated to provide pre-authorized screening mammograms for program eligible women, 40 to 49 years of age, who had a normal or benign clinical breast exam.

Dee Bale, who prepares payments for Show Me Healthy Women services, reports that \$4,625 of the original amount was spent for 68 mammograms as of June 29, 2004. The remaining funds will be used in



*Mary Pat Luebbering, Professional Education Coordinator, proudly displays her Breast Cancer Awareness license plate personalized with her favorite past time, Quilting.*

Grant year 13.

Show Me Healthy Women encourages you, your family and your friends to purchase Breast Cancer Awareness license plates.

To find out more about the breast cancer awareness license plate, call the Missouri Women's Council in Jefferson City at 573-751-0810, toll-free at 877-426-9284, or go to their Web site,

[www.womenscouncil.org](http://www.womenscouncil.org) 

## A day with the Director

**E**lisa Coonrod, Southwest Regional Case Manager for the Show Me Healthy Women program and winner of a "A Day with the Director," planned a full day of activities on June 7 for her visit with Dick Dunn, Director, Department of Health and Senior Services. Of the 24 counties that are her responsibility as Southwest Regional Case Manager, Elisa scheduled visits to three local public health agencies: Jasper, Lawrence and Dallas counties.

The day began with a drive to the local public health agency for Jasper County located in Carthage. Here, Mr. Dunn viewed the new on-line data submission system for services provided through the Show Me Healthy Women program. He also learned about the steady increase of the Hispanic population in Jasper County and what is being done to communicate the variety of health services available to this predominately Spanish-speaking population.

Then on to the local public health




*At Jasper County Health Department, Elisa (l) and Debbie Darby (r) introduce Director Dunn (c) to the new on-line reporting and billing system for Show Me Healthy Women.*

agency for Lawrence County located in Mt. Vernon. This site visit was an effective visit for Elisa who had the opportunity to guide Judy Crocett, RN, through a Show Me Healthy Women client referral for a surgical consultation for a woman who needed further diagnostic tests.

Their final visit was to the local public health agency for Dallas County located in Buffalo. As introductions were made to the staff, Elisa recognized a Show Me Healthy Women client in the waiting area. Elisa introduced her

to Mr. Dunn and without missing a beat the client said, "This lady, Elisa, has made such an impression on my life." The client was diagnosed with breast cancer through the Show Me Healthy Women program (then BCCCP) in 2000 during a visit to the Dallas County Health Department. When Medicaid BCCT became available, Elisa enrolled

her into that program so she could continue to work and still have the ability to take tamoxifen and receive paid regular blood work-ups through this program.

"A Day with the Director" lasted from 8:15 to 3:15, but traveling over 160 miles and making visits to three local public health agencies is often a typical day for Elisa. It was a great opportunity to show Mr. Dunn how the local public health agencies and staff work to improve the health of their communities every day. 

### A message from the Program Manager by Bruce Jenkins, Program Manager, Show Me Healthy Women


**I**would like to take this opportunity to thank all of the Show Me Healthy Women providers for their hard work in providing breast and cervical cancer screenings to program eligible women. I also want to thank you for your patience as we **all** get used to the new electronic web-based data submission system and the access forms required to receive usernames and passwords.

Soon after training, we started receiving reporting forms electronically from Show Me Healthy Women providers and were able to review and approve the data and assign funding within

two working days. The approved reporting forms are forwarded to the fiscal office at the end of each week for payment. Our goal is to ensure that all providers will receive payment within two weeks from the date the forms are submitted.

Each time a provider logs on to the Show Me Healthy Women data submission program, they may notice some changes to the

program. Suggestions from providers, Show Me Healthy Women staff and the programmers have provided numerous suggestions for improvements to the web-based program to be implemented over the next year. In order to improve the program to best meet the providers needs, feedback concerning the new electronic data submission program is always welcome.

Our staff will assist you if you have any questions about the web-based data submission program. Call our office in Jefferson City at 573-522-2845. 

***"Our goal is that all providers will receive payment within two weeks from the date the forms are submitted."***




## 2004 Provider Conference well attended

**T**he Show Me Healthy Women Provider Conference held April 29-30 had the largest attendance when compared to attendance at conferences for the last several years. The goal of Show Me Healthy Women is to offer the latest educational opportunities for clinicians and support staff of providers of the program.

The evaluations of the 125 attendees have been tallied, providing overwhelming evidence that the conference

information was useful and, overall, a success. Often we receive suggestions or leads for a topic or presenter from Show Me Healthy Women providers and we try to schedule for future conferences. The provider staff who work daily with Show Me Healthy Women clients are the best source we have in developing a conference agenda. Your input and suggestions about topics and speakers is encouraged and requested.

Planning is already underway

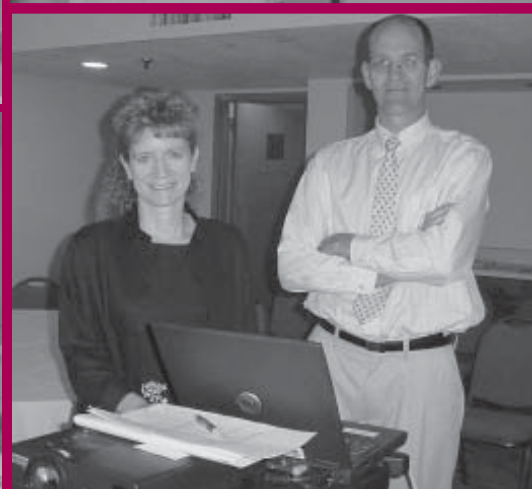
for the Show Me Healthy Women 2005 Provider Conference and Comprehensive Cancer Control Summit. Please share your ideas and suggestions for topics or speakers and we will try to accommodate these suggestions at the 2005 conference. Contact Mary Pat Luebbering, Professional Education Coordinator, by phone at 573-522-2845, by fax at 573-522-2899 or by e-mail at [Luebbm@dhss.mo.gov](mailto:Luebbm@dhss.mo.gov). 

▼ *Hazel Burditt (l) and Lori Cox (r), represented Hannibal Clinic. Hazel is the current Chairman of the Show Me Healthy Women Advisory Board.*

Everyone had a chance to meet Denise White at registration. She is the well-organized Senior Office Support for Show Me Healthy Women.



▲ *Hands-on training at the conference for the electronic reporting and billing system.*




▲ *Debbie Kolb and Robert Gladden from MOHSAIC (Missouri Health Strategic Architectures and Information Cooperative), designed the electronic reporting and billing system for Show Me Healthy Women.*



## Federal grant funding opportunities

A new website offers one-stop service for applying for federal grants. The federal government has launched this comprehensive website, <http://www.grants.gov/>, which contains information about finding and applying for all federal grant programs. The website makes it easier for organizations to learn about and apply for federal grants. The website has information on more than 900 available grant programs.


Another federal grant site is the Federal Assistance Award Data System at <http://www.census.gov/govs/www/faads.html>. Managed by the U.S. Census Bureau it documents the majority of federal funding flowing into states and territories. This system does not provide notification of future or current funding availability, but can help identify specific funding opportunities *previously* awarded in other states. 

## BRFSS maps available on the Web


The Behavioral Risk Factor Surveillance System (BRFSS) Web site maps are now available. This is an exciting and interactive mapping application that

graphically displays the prevalence of behavioral risk factors at the state and metropolitan/micropolitan statistical area (MMSA) level. Using GIS mapping technology and BRFSS data, the website allows

users to visually compare prevalence data for states, territories and local areas.


Beginning with the 2002 BRFSS data, website visitors will be able to create, save and print state and MMSA level maps detailing a variety of health-related risk factors. State and MMSA data layers can be displayed independently or in combination, to identify regional patterns. This tool will play a vital role in the distribution of data for policymakers, and state and local public health officials. Visit <http://apps.nccd.cdc.gov/gisbrfss/> for maps of state and local area behavioral risk factor data. 

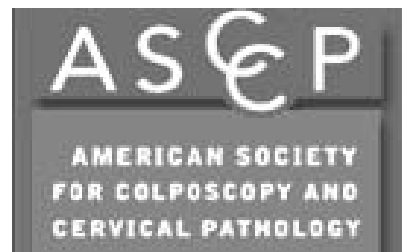
## On-line map of languages spoken in U.S.

The Modern Language Association's Language Map displays the locations and approximate numbers of speakers of the 30 languages most commonly spoken in the United States. Any search you perform will include a list of all languages spoken in the state, ranked by the number of speakers using 2000 Census data. In Missouri, almost 5 million people speak English; over 250,000 speak languages other than English, with almost half of those speaking Spanish. Find your county information at [http://www.mla.org/census\\_map](http://www.mla.org/census_map). 

## On-line training courses

The American Society for Colposcopy and Cervical Pathology (ASCCP) is offering on-line training courses related to Lower Genital Tract Diseases to NBCCEDP program providers at no cost to you. Go to the website <http://cme.asccp.org/CME/CMECourseList.cfm> for a complete listing of course offerings. The courses offered includes: The Natural History and Epidemiology of HPV; Immune Response to HPV; Follow-up after an Abnormal Pap: Addressing Barriers, Understanding Cultural and Psychosocial Barriers to Pap Testing; The ASCCP Guidelines for Managing AGC and Colposcopy of High Grade Lesions.

Continuing Medical Education credits are offered for these courses (1 credit hour in Category 1 of the Physician's Recognition Award of the AMA). This is a great opportunity to increase your knowledge, skills and abilities, plus an easy way to provide continuing education to maintain certification and licensures in your medical practice. Registration is free but required and can be completed on their website. 



## Case Management and Follow-up update


By Jeanie Shaneberger, Case Management Coordinator

**T**he Case Management Component is pleased to announce that Mary Pat Luebbering, Show Me Healthy Women Professional Education Coordinator, will be serving as the Regional Case Manager for the central and northeastern area of the state. The counties in this coverage area include: Camden, Callaway, Clark, Cole, Crawford, Gasconade, Howard, Lewis, Lincoln, Maries, Marion, Miller, Moniteau, Montgomery, Morgan, Osage, Phelps, Pike, Pulaski, Ralls, Randolph, Saline and Warren. Mary Pat encourages provider staff to contact her with any questions or concerns by calling 573-522-2845.

Washington County has been moved to the Southeast Regional Case Manager, Ruth Hudson. You may contact Ruth by calling 573-840-9728.

According to the Centers for Disease Control and Prevention, Missouri should decrease the number of mammograms reported through the Show Me Healthy Women program with results of "Assessment Incomplete" (BIRAD category 0). Upon case management review of many of these cases, it appears that film comparison studies were conducted and, while an addendum report was filed, the provider did not update the mammogram result reported to Show Me Healthy Women. Please review all pending mammograms that have this result. If changes or updates are needed, send the information to your regional case manager or to the Show Me Healthy Women Case Management Coordinator, Jeanie Shaneberger, by calling 573-522-2845.

Treatment information is required for all clients regardless of where the treatment is provided. *Always* send copies of the pathology and surgical reports for clients diagnosed with cancer to the case manager in your region. These reports are necessary for the collection of treatment and stage information. These reports also assist the case managers in tracking the client through treatment and in collecting other necessary medical information. Clients should sign a "Release of Information" to allow for access to their treatment information. For more information, please review Section 5, Reminder List Treatment categories, pages 5.12-5.13 in the Show Me Healthy Women Provider Manual located at <http://www.dhss.mo.us/BCCCPManual/index.pdf>.

For any questions concerning case management, contact Jeanie Shaneberger at 573-522-2845 or by e-mail at [shanej@dhss.mo.gov](mailto:shanej@dhss.mo.gov). 

***"CDC wants Missouri to decrease the number of mammograms reported with results of "Assessment Incomplete" (BIRAD category 0)."***

## From the Quality Assurance desk ...

Due to the new electronic submission



reporting and billing forms, ultrasound and biopsy reports are no longer required. Quality Assurance will evaluate both the type of biopsy as well as the number of biopsies obtained. It is the provider's responsibility to check this information for accuracy before it is submitted.

Quality Assurance will be looking closely to see if the "Reporting Only" box is checked to assure that billing is not occurring for services that were not performed by the reporting provider.

To help with the transition from paper forms to electronic forms, the Regional Case Managers have been asked to do chart reviews during routine visits to providers. This is the time to get many of your questions answered or concerns noted. They are there to assist you and the needs of your clinic.

***Thanks!***  
***Janet Wolken***

## Show Me Healthy Women - Statistics are women

**Total Missouri woman screened - statewide:**  
December 1992 - August 2004  
**63,878**

**Total cancer diagnosis:**  
Cervical cancer: **355**  
Breast cancer: **610**

**Missouri's Breast and Cervical Cancer Treatment (BCCT):**

Total enrolled as of August 2001: **686**

Presently enrolled as of July 2004: **375**



## Show Me Healthy Women staff update . . .

### **Dee Bale is Employee of the Month**

Dee Bale was honored as the DHSS March Employee of the Month. If you have ever had a question about your billing, it is Dee that gets it straightened out or provides you with the most complete information in a professional and considerate manner.

While her supervisor was on leave, Dee stepped in to manage the budgets of four separate health programs with assets in excess of \$4 million. While maintaining her high quality of work for Show Me Healthy Women, she completed numerous financial reports, both accurately and in a timely manner.

Dee has worked for Show Me Healthy Women for four years

while driving 65-miles one way to work from her home town of Renick. Dee has become her family historian and works on the family genealogy as much as possible. In addition, she is on the committee that is compiling the history of Renick, a small community south of Moberly, and is working to complete a history of the church that she attends.

Show Me Healthy Women is proud of Dee's recognition as DHSS Employee of the Month for March 2004, but we know she is special all the time. ♡



*Dee Bale, DHSS Employee of the Month for March 2004.*

### **Outreach Coordinator receives Reentry Woman of the Year Award**

Stefany Oyler, Show Me Healthy Women Outreach Coordinator for Clay County and several surrounding counties, graduated in May with an Associate Arts in Administration Assistance from Maple Woods Community College, Kansas City, Missouri. Due to her work performance and high GPA, she was encouraged by the Maple Woods Community College Outreach Coordinator to apply for the "Reentry Woman of the Year Award" sponsored by the American Association of University Women.

The application process required two letters of reference and a personal application with a biography explaining why the applicant returned to the classroom to pursue personal and vocational goals. At the American Association of University Women awards luncheon on April 3, Stefany accepted her award of a plaque, \$300 cash award and a \$192 scholarship.

Stefany admits reentering college was much harder than she

expected. "The most difficult part was actually scheduling time to go to classes," said Stefany. Not only did she continue work as the Clay County Outreach Coordinator but her oldest son started high school and her twin boys started kindergarten this year. Taking a breather from school this summer, Stefany plans to return to the classroom this fall to complete an Associate Arts in Information Word Processing.

Show Me Healthy Women sends our congratulations to Stefany as she continues to strive forward in her education. ♡



*Stefany is a happy grad!*

### **MBA earned by Show Me Healthy Women staff member**

In graduation ceremonies on August 6 at William Woods, Janet



Volken received her Masters in Business Administration. Janet, Quality Assurance Manager for Show Me

Healthy Women, completed her graduate program while working full time, shuttling her three children to their many sports practices and finding time to attend their basketball, baseball and soccer games.

In addition, this hard working lady also worked 12-hour PRN shifts at Capitol Region Hospital in Jefferson City. Even though PRN personnel are called to work on an "as needed" basis, most weekends found her working on a Friday or Saturday night. Janet said, "I'm just happy I made it through the program and graduated. Now I might have time to clean my house." ♡

## Show Me Healthy Women



WISEWOMAN

Update




by Rita Reeder, Project Manager,  
WISEWOMAN

Choices for  
Healthy  
Living



Show Me Healthy Women is taking *measures* to help reduce the risk of heart disease for Missouri Women. Measures included in WISEWOMAN screenings are:

- **Blood pressure:** an important measurement predictor of health risk. Desirable levels are below 120/80 mgHg.
- **Cholesterol:** especially elevated blood cholesterol is a major risk factor for heart disease. The preferred test for blood cholesterol is a “complete lipoprotein profile” after a 9 to 12 hour fast. Desirable levels are below 200 mg/dL, with borderline high measures of 200-239 mg/dL.
- **BMI (body mass index):** a calculation based on measures of height and weight. BMI equals a person’s weight in kilograms divided by height in meters squared. Before you get out your calculator, there is a standard BMI Chart that makes it easy to find your BMI. The following BMIs indicate greater risk for heart disease. BMI classification of:
  - 25-29 is considered overweight
  - >30 is considered obese
- **Waist circumference:** a measure that identifies abdominal obesity, which increases risk for heart disease, diabetes and other chronic diseases. The goal waist circumference for woman is < 35 inches. 

*Until next time, remember to make Choices for Healthy Living! -Rita*

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## Ways to increase your screening rates

Most of us agree that we feel fortunate to offer the Show Me Healthy Women program to the women in our communities. But with a busy clinic schedule, promoting this program in your community to woman in need may be a big barrier.

Facing an increasingly limited media budget for the Public Education Component of Show Me Healthy Women, we too seem to have a big barrier. But that shouldn’t stop our resourcefulness. Keeping

brochures in your office is not enough to promote Show Me Healthy Women services to women in your community. It is important to reach out where your community residents work, shop and spend leisure time.

Listed below are a few ideas you may find helpful in spreading the word about free breast and cervical cancer screenings for Missouri women.

- Use *Get the Facts!* flyers to place on every community bulletin board in your community.

- Ask to put a flyer at every work station of the local hair salons and brochures in the waiting area.
- Ask the gas station/ convenience store managers for permission to put a flyer in the front window and in the ladies room.
- Ask the local store owners and managers in your area to put flyers in the their windows, on bulletin boards, employee break rooms, women’s dressing rooms and in the ladies restroom.
- If you have a manufacturing

*“Increase Screening” continued on page 9.*



## New manager for Comprehensive Cancer Control

The Cancer Control Unit received a grant from CDC for a Comprehensive Cancer Control program. Susan "Sue" Heisler started as the program manager on November 30, 2003. The responsibility of developing the focus and goals for the program has been a demanding task that Sue has taken on and made to look deceptively easy.

Along with continuing to support the Missouri Cancer Consortium, a group of professionals, organizations and individuals concerned about the issues that surround cancer. She has also been busy producing and editing the *Missouri Cancer Burden Report* and the *Missouri Cancer Action Plan*.

According to Sue, "The first item of business as the program manager for Comprehensive Cancer Control was to identify the whole spectrum of cancer care – from prevention to end-of-life issues." Also, Comprehensive Cancer Control addresses all cancers and relies on partnerships throughout the health care system to decrease the burden of cancer.

A major focus of the program has been working with all partners, including Regional Comprehensive Coalitions, to develop a model communication system as the *Comprehensive Cancer Action Plan* is to be implemented in Missouri.

 Susan Heisler, program manager, Comprehensive Cancer Control Program

Sue goes on to say, "The second area of focus was to develop a "take away" message for all cancers." There are five risk behaviors, based on science, that need to be repeated often to improve health and *Lower Your Risks For Cancer*.

- Avoid tobacco products and second-hand smoke
- Get recommended cancer screenings at appropriate intervals
- Eat healthy and nutritious food
- Increase physical activity daily
- Comply with recommended treatment or seek help with compliance of treatment

Sue has been tireless in her effort to make the Comprehensive Cancer Control program an intrinsic part of the Cancer Control Unit and the Division of Community Health.

**CANCER :**  
Stop it before it  
stops you.

**"Increase Screening"**

Continued from page 8.

plant or other industry in your area, talk to the manager about keeping brochures in the employee break room and flyers in the women's restrooms.

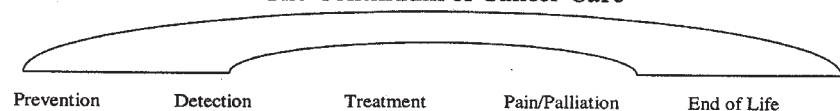
- Contact other clinics or physicians in your area or county to let them know about the free screening services and treatment for cancer diagnosis through the Show Me Healthy Women program. Offer to place flyers or brochures in the waiting area, exam rooms and bathrooms. Remind the nurse practitioner or physician to send eligible clients who have abnormal tests or exams to a Show Me Healthy Women provider for free diagnostic services and possible treatment, if cancer is diagnosed.

If you have an Outreach Coordinator for your county, work with her to help blanket your area or county with *Get the Facts!* flyers or Show Me Healthy Women program brochures.

Request the nine, 8.5" x 11" display panels about Show Me Healthy Women. We can e-mail these to you as a PDF file that you can print from a color printer. You can make as many displays as you need. They can be used as one single display or individual panels can be displayed throughout your clinic: in the waiting room, exam rooms and ladies restrooms.

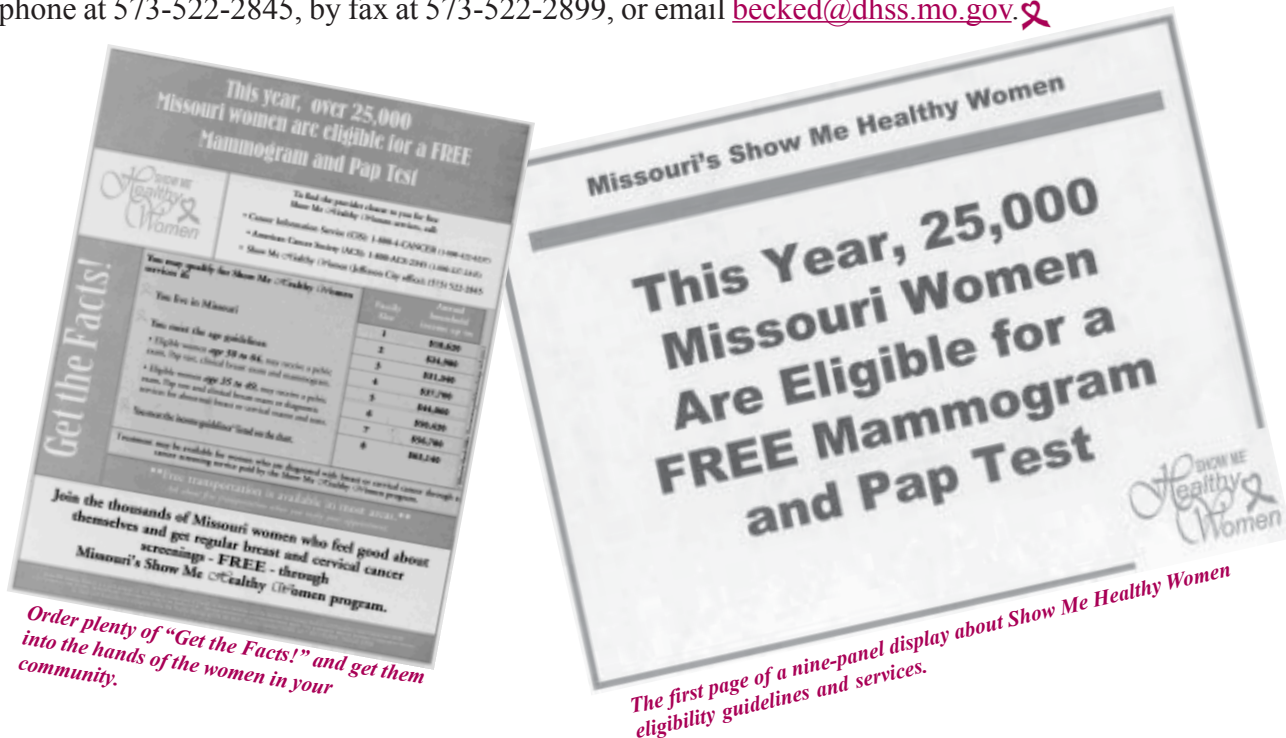
In the near future an 11" x 24" poster highlighting Show Me Healthy Women services

"Increase Screening" continued on page 10.

**The Continuum of Cancer Care**

**"Increase Screening" Continued from page 9.**

and guidelines will be available. For free education materials check the Show Me Healthy Women Provider Manual for 2004-2005, pages 8.36 through 8.41, or contact Show Me Healthy Women by phone at 573-522-2845, by fax at 573-522-2899, or email [becked@dhss.mo.gov](mailto:becked@dhss.mo.gov).



Reader comments and suggestions are welcome. Show Me Healthy Women invites you to submit articles, information and photographs related to the topics of breast and cervical cancer outreach, support, screening, diagnosis and treatment for publication in this newsletter. The Show Me Healthy Women goal is to reduce morbidity and mortality due to breast and cervical cancers by providing early detection through screening services. News & Views is supported by Grant/Cooperative Agreement Number U55/CCU721904-03 from the Centers for Disease Control and Prevention (CDC). Content is solely the responsibility of the authors and does not necessarily represent the official views of CDC. Alternate forms of this publication for persons with disabilities may be obtained by contacting the Missouri Department of Health and Senior Services, Cancer Control Unit, Show Me Healthy Women program by calling (573) 522-2845. Hearing impaired citizens telephone 1-800-735-2966. AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER. Services provided on a nondiscriminatory basis.

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